

1 of 3

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THIS IS A NEW CONTRACT

TOTAL 39,650

PLS CONFIRM ASAP

THANKS , ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|---------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | F | 7A-9A | GD MRN AMR | :30 | \$750.00 | 10/19-10/19 | 1 | 1 | 1 | \$750.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 2 | SA | 5A-6A | ACTN NWS SA@5A | :30 | \$450.00 | 10/20-10/20 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.0 | | | | | | | | | | | |
| | 3 | SA | 6A-7A | ACTN NWS SA@6A | :30 | \$750.00 | 10/20-10/20 | 1 | 1 | 1 | \$750.00 | |
| | Rating: 1.7 | | | | | | | | | | | |
| | 4 | SU | 5A-6A | ACTN NWS SU@5A | :30 | \$450.00 | 10/21-10/21 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |
| | 5 | F | 11A-12P | ACTN NEWS@11AM | :30 | \$650.00 | 10/19-10/19 | 1 | 1 | 1 | \$650.00 | |
| | Rating: 1.5 | | | | | | | | | | | |
| | 6 | F | 4P-5P | JUDGE JUDY | :30 | \$650.00 | 10/19-10/19 | 2 | 1 | 2 | \$1,300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 7 | F | 5P-530P | ACTION NWS@5PM | :30 | \$900.00 | 10/19-10/19 | 2 | 1 | 2 | \$1,800.00 | |
| | Rating: 1.9 | | | | | | | | | | | |
| | 8 | F | 6P-630P | ACTION NWS@6PM | :30 | \$1,000.00 | 10/19-10/19 | 1 | 1 | 1 | \$1,000.00 | |
| | Rating: 1.8 | | | | | | | | | | | |

Station KTNV-TV LAS VEGAS, NV
Advertiser () .N.R.C.C. IE
Product NRCC IE 2012
Estimate# 3336
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3336
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|-----------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 9 | F | 630P-7P | ACTION NWS@630 | :30 | \$1,100.00 | 10/19-10/19 | 1 | 1 | 1 | \$1,100.00 | |
| | Rating: 2.0 | | | | | | | | | | | |
| | 10 | SU | 6P-7P | ACTION NWS@6PM | :30 | \$850.00 | 10/21-10/21 | 2 | 1 | 2 | \$1,700.00 | |
| | Rating: 1.8 | | | | | | | | | | | |
| | 11 | F | 11P-1135P | ACTION NWS@11P | :30 | \$1,750.00 | 10/19-10/19 | 1 | 1 | 1 | \$1,750.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 12 | M-TH | 7A-9A | GD MRN AMR | :30 | \$750.00 | 10/22-10/25 | 2 | 1 | 2 | \$1,500.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 13 | M-TH | 11A-12P | ACTN NEWS@11AM | :30 | \$650.00 | 10/22-10/25 | 4 | 1 | 4 | \$2,600.00 | |
| | Rating: 1.5 | | | | | | | | | | | |
| | 14 | M-TH | 4P-5P | JUDGE JUDY | :30 | \$650.00 | 10/22-10/25 | 8 | 1 | 8 | \$5,200.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 15 | M-TH | 5P-530P | ACTION NWS@5PM | :30 | \$900.00 | 10/22-10/25 | 8 | 1 | 8 | \$7,200.00 | |
| | Rating: 1.9 | | | | | | | | | | | |
| | 16 | M-TH | 6P-630P | ACTION NWS@6PM | :30 | \$1,000.00 | 10/22-10/25 | 4 | 1 | 4 | \$4,000.00 | |
| | Rating: 1.8 | | | | | | | | | | | |
| | 17 | M-TH | 630P-7P | ACTION NWS@630 | :30 | \$1,100.00 | 10/22-10/25 | 2 | 1 | 2 | \$2,200.00 | |
| | Rating: 2.0 | | | | | | | | | | | |
| | 18 | M-TH | 11P-1135P | ACTION NWS@11P | :30 | \$1,750.00 | 10/22-10/25 | 3 | 1 | 3 | \$5,250.00 | |
| | Rating: 2.8 | | | | | | | | | | | |

---REPORT TOTALS---

Station KTNV-TV LAS VEGAS, NV

Advertiser () .N.R.C.C. IE

Product NRCC IE 2012

Estimate# 3336

Buyer NMRPP MediaAssistant

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/3336

Flight Dates 10/19/2012 - 10/25/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Report Totals: 45 / \$39,650.00

---SALES MONTHLY TOTALS---

Oct 12: 45 / \$39,650.00

Sales Totals: 45 / \$39,650.00

Station Totals: 45 / \$39,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|----|------|-----|------|-----|------|----|
| Market Totals | \$208,684 | KBLR | 0% | KLAS | 4% | KSNV | 52% | KTNV | 19% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 25% | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE